



State of California—Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

March 24, 2004

TO: PROSPECTIVE APPLICANTS

SUBJECT: REQUEST FOR PROPOSAL (RFP) 03-75879
TOBACCO INDUSTRY MONITORING
EVALUATION – ADDENDUM NUMBER 1

On March 5, 2004, the California Department of Health Services, Tobacco Control Section (CDHS/TCS), released RFP 03-75879 entitled "Tobacco Industry Monitoring Evaluation." Since the release of the RFP, corrections/changes were made that need to be incorporated into your copy of the RFP.

Listed below are the replacement pages for your copy of the RFP. Please discard the original pages and insert the replacement pages. The strikeout and underline area indicates the changes.

| <u>Discard</u> | <u>Insert</u> |
|----------------|---------------|
| 5-6 | 5-6 |
| 9-10 | 9-10 |
| 27 | 27 |
| 28-29 | 28-29 |
| 32-33 | 32-33 |
| 34-35 | 34-35 |
| 56 | 56 |

We apologize for any inconvenience that these changes may cause.

Should you have any questions regarding this addendum, please contact Bill Mills, Contract Manager, TCS, at (916) 445-5475.

Dileep G. Bal, M.D., Chief
Cancer Control Section

Enclosures

(*Federal Trade Commission*). Retail advertising of tobacco products remains very high, with an average of 25.0 materials per store in 2002 (*TIME*, 2003). On the other hand, compliance with signage provisions of the Stop Tobacco Access to Kids Enforcement (STAKE) Act still remains low. In 2003, 51.8 percent of stores displayed the STAKE Act sign, up from 32.4 percent in 2001 (*Final Report*). Currently, the TIME project observes approximately ~~190 to 200~~ 600 retail outlets statewide per year.

- **Direct Mail:** Materials aimed directly at individual smokers, through direct mail and promotional catalogues and magazines published by tobacco companies, are becoming more common. A total of 121 booklets, catalogues, and other printed promotional materials were collected from January 1999 to June 2000 in California. After omitting duplicate titles of the same type of material, 60 distinct direct mail items remained. Analysis of these 60 items revealed that while 85 percent of direct mail materials claim to have age restrictions, only half of these materials actually requested age verification to receive the materials (*Final Report*). This is another avenue through which tobacco advertising and promotions can reach underage individuals.
- **Tobacco Industry Health Claims and Communications:** The tobacco industry, recognizing that sales of cigarettes are being hurt by the public's awareness of the health risks known to be associated with use of cigarettes, surprisingly now mimic legitimate health claims on their web sites and other communications (e.g., smoking increases the risk of cancer, how parents can talk with their children about not smoking). The tobacco companies would like to be able to market new products that have been officially recognized as safer or less harmful to use than the cigarettes they now sell. Claiming that the most health-threatening aspect of tobacco is exposure to the smoke, and that there is no safe cigarette, companies that produce smokeless tobacco promote their products as a safer alternative to cigarettes. The pharmaceutical industry also wants to be permitted to develop and market currently unavailable "clean" nicotine maintenance or "therapy" products, such as nicotine nasal spray, inhalers, and lozenges, that can deliver nicotine at least as efficiently and satisfyingly as cigarettes. These businesses are not only generating messages for the general public, but are also lobbying tobacco experts and advocates to support the harm reduction approach.
- **MSA Violations:** As part of the statewide data collection effort, local tobacco programs send representatives to conduct event observations (including photographs) and forward the documentation to TIME. TIME compiles the information, screens event and print advertising data for violations of the MSA, STMSA and/or state sampling laws, and refers probable violations to the AG's Office. The AG's staff periodically meets with tobacco industry representatives to present evidence of violations exposed by the observations, and they have brought and won lawsuits regarding sampling and signage.

1. **Data Collection and Technical Documents:** The Contractor will be required to deliver to CDHS/TCS all documentation, data collection instruments, data collection protocols, and datasets in a format which can be readily understood and used by researchers and persons with statistical expertise for analyses and evaluation purposes. Technical documents must be delivered to CDHS/TCS in final form. ~~The Contractor must expressly agree not to release any data publicly or in response to subpoenas or legal disclosure until all deliverables are accepted by CDHS/TCS as satisfactory.~~

Instruments

- a. Existing instruments: The TIME data collection instruments and protocols should be consistent with previously-used data collection instruments and protocols to ensure comparability with data from previous years.
 - b. New instruments: For items for which there are no previously-developed instruments, new instruments will be developed in collaboration with CDHS/TCS and pilot-tested for validity and reliability before implementation.
2. **Technical Reports:** Reports must be systematic, timely, and of high utility to users (e.g. Corporate Giving, Year in Sponsorship, Local Sponsorships Policies Index). Wide dissemination of the reports necessitates sophisticated analytic techniques and professional writing capability. Reports should be submitted in final form on a regular, periodic basis. When reports are approved by CDHS/TCS, the Contractor is encouraged to submit papers for scholarly publication of findings. All publications must comply with all conditions of the Intellectual Property Rights language (see Appendix C).
 3. **Public Access to the Database(s):** It is the intent of CDHS/TCS that the final database(s) produced by this contract be readily available and used not only by CDHS/TCS but also other researchers for analyses and scholarly research. It is the intent of CDHS/TCS that the dataset, documentation, and technical report become available to researchers when it is accepted by CDHS/TCS.
 4. **Progress Reports:**
 - a. The Contractor will forward a cumulative file of collected data (dataset) in final form to CDHS/TCS every six months and whenever information critical to the program is collected.
 - b. The Contractor will submit written progress reports describing the progress made in completing the work and meeting the established timelines every six months using a format provided by CDHS/TCS so that CDHS/TCS can monitor the performance of the contract.

14. The Contractor must have fiscal staff with the appropriate training and experience to insure timely submission of accurate invoices, and maintain the fiscal integrity of the contract, as well as to fulfill payroll, accounting and administrative procedures.
15. The Contractor and all subcontractors should be aware that the State shall be the owner of all rights, title, and interest in, but not limited to, the copyright to any and all Works created, produced, or developed, under a contract funded from this RFP, whether published or unpublished. Appendix [CE](#) contains the specific language that will be incorporated into the contract. The Contractor and subcontractors must comply with the Intellectual Property Rights language. Review Appendix [CE](#) carefully. Changes to this language will **not** be negotiated.
16. Travel and per diem rates must not exceed those amounts paid to State non-represented employees. Additionally, out-of-state travel is not reimbursable without prior written approval by CDHS/TCS. Refer to Appendix A.
17. CDHS/TCS may withhold payment of invoices for lack of documented and/or timely progress, as well as any apparent non-compliance with contract requirements.
18. [The Contractor must notify CDHS/TCS immediately if served with subpoena or a California Public Records Request. Documents and datasets not approved by CDHS/TCS are considered works in progress and may not be subject to release.](#)

3. **Proposal Checklist** (Attachment 3)
4. **Agency Capability** (No Attachment, 10 Page Limit)
5. **Three (3) Letters of Reference** (No Attachment - 3 letters required)
6. **Project Description**
 - a. Project Narrative (No Attachment, [25 page limit excluding Organization Chart](#))
 - b. Organization Charts (No Attachment)
 - c. Scope of Work (Attachment 4)
7. **Budget Justification/Budget** (No Attachment)
8. **Additional Required Forms**
 - a. Agency Documentation Requirements (Attachment 5)
 - b. Certification of Non-Acceptance of Tobacco Funds (Attachment 6)

➤ = Denotes the document requires a signature by the person authorized to bind the agency. Read the documents and allow time to obtain the required signatures.

C. PROPOSAL REQUIREMENTS

1. Proposal Cover Sheet (Attachment 1)

Item 1: Enter the legal name of the agency. Fill in the project name: Tobacco Industry Monitoring Evaluation. Enter the mailing address that will appear on any subsequent agreement. Enter the name of the county in which the applicant's primary headquarters is located. Enter the contact person's name, phone number, FAX number, and email address. Enter the federal identification number of the agency.

Item 2: Indicates the term of the contract (36 months: 07/01/04 - 06/30/07).

Item 3: Enter the budget amount proposed for the **entire contract term**.

Item 4: The official authorized by the agency to sign on behalf of the agency must sign and date the certification statement provided. Also print the name and title of this individual.

CDHS/TCS, one of the references must be from one of these agencies. Letters are not to be sent directly to CDHS/TCS, and will not be accepted after the proposal is submitted. CDHS/TCS reserves the right to contact these references for further information. The letters are to be from three (3) separate agencies that can attest to the following:

- a. The agency's ability to provide services as delineated in the proposal;
 - b. A description of the capacity in which the reference contact worked with the agency;
 - c. Speak to the agency's ability to conduct large scale, complex environmental data studies, manage the data, conduct analyses, prepare reports for a non-academic audience in a timely manner, and collaborate with public health agencies working in the field; and
 - d. The agency's fiscal and administrative ability to manage subcontracts and government contract funds.
6. **Project Narrative** (No attachment provided, **20-25 page maximum limit excluding Organization Chart**) = 45 points

Answer all the following questions to provide a complete Project Narrative:

- a. For Core Project Components number one through number ten (see Section II, Statement of Work), provide time-limited objective(s) and use the categories in the order shown below to organize and discuss project activities, **including, but not limited to:**

Coordination

- Describe proposed systematic coordination and collaboration with CDHS/TCS staff and workgroups, CDHS/TCS contractors and/or the AG's Office. (Refer to Section I, Tobacco Monitoring in California).

Data Collection

- Describe sampling methods and sample size, including a rationale for selecting the methods. Describe data coding protocols and instruments.
- Describe data collection methods and tests for inter-coder reliability on key variables.
- Describe data management and quality assurance methods, including proposed methods for "cleaning" data in a timely manner.

- Provides time limited objectives for each of the Core Project Components (refer to Section II, Statement of Work).
 - Proposes efficient and appropriate survey research methods that describe data collection instruments and protocols, sampling methods and rationale, sample size, inter-coder reliability, data management, quality assurance, and data preparation.
 - Proposes a sophisticated analytic plan that will provide statewide results, summaries across datasets, comparisons to national trends or other products, such as alcohol where appropriate, and interpretation of data that are relevant to CDHS/TCS programmatic goals and strategies. The analytic plan should include, but is not limited to: variables of interest, how comparisons will be made, and proposed statistical analysis and models.
 - Proposes efficient and appropriate methods and professional staff review to prepare and disseminate tables, reports, and other information about tobacco industry practices suitable for use by non-academic public health professionals for use in planning and implementing strategies to counter recent activities of the tobacco industry.
 - Proposes regular communication with CDHS/TCS funded projects to coordinate and prevent duplication of efforts in a manner that takes advantage of electronic communication systems, existing CDHS/TCS workgroups, and teleconferences.
 - Proposes a systematic method for collaborating with the AG's Office to document probable violations of the tobacco MSA, STMSA and other state tobacco control laws.
 - Proposes efficient and effective methods to provide CDHS/TCS contractors technical assistance on tobacco advertising and promotions, data collection methods, and findings addressing tobacco advertising and marketing issues.
 - Proposes timely and efficient methods to deliver the datasets, summaries of analyses, and technical documents in final form to CDHS/TCS so that they can be made available for use by CDHS/TCS and external researchers.
7. **Scope of Work (SOW)** = 30 points [\(No page limit\)](#)
 (Attachment 4, electronic template also located on www.dhs.ca.gov/tobacco/documents/TIMEattachments.doc)

The SOW provides the basis for contract negotiations, and along with the Budget, becomes a legally binding document. The SOW is referenced in the

PROPOSAL CHECKLIST

The following attachments and components must be completed and submitted in the order shown here. Proposals that are missing any of these attachments or components will be considered non-compliant and will not be reviewed. Please note that you are not required to submit this Proposal Checklist.

| <u>Proposal Components and Attachments</u> | <u>Check Mark</u> |
|---|--------------------------|
| ➤ Proposal Cover Sheet (Attachment 1) | <input type="checkbox"/> |
| • Table of Contents (Attachment 2) | <input type="checkbox"/> |
| • Agency Capability (No Attachment, 10 page limit, not including Letters of Reference.) | <input type="checkbox"/> |
| • Letters of Reference (No Attachment Provided) (3 letters required) | <input type="checkbox"/> |
| • Project Description | |
| 1. Project Narrative (No attachment provided, 20-25 page limit excluding Organization Chart) | <input type="checkbox"/> |
| 2. Organization Chart(s) (No attachment provided) | <input type="checkbox"/> |
| 3. Scope of Work (Attachment 4) | <input type="checkbox"/> |
| • Budget (No attachment) | <input type="checkbox"/> |
| • Budget Justification (No attachment provided) | <input type="checkbox"/> |
| • Additional Administrative Requirements | |
| ➤ 1. Agency Documentation Requirements (Attachment 5) | <input type="checkbox"/> |
| ➤ 2. Certification of Non-Acceptance of Tobacco Funds (Attachment 6) | <input type="checkbox"/> |
| • Curriculum Vitae of Primary Professional Staff (no attachment provided) | <input type="checkbox"/> |
| <u>Proposal Package</u> | |
| • One Original Proposal | <input type="checkbox"/> |
| • 8 Copies of the Proposal | <input type="checkbox"/> |
| • 8 Copies of Sample Report/Executive Summary | <input type="checkbox"/> |

NOTE: ➤ Denotes the document requires a signature by the person authorized to bind the agency. Read the documents carefully and allow time to obtain the required signatures.